II) REMARKS

New claims 41-96 have been added in favor of cancelled claims 1-40. By way of review, the Applicant's invention provides a system that allows coupon providers to generate packages of one or more offers or coupons to users. User profile records are generated, each of which includes a geographic location associated with a user, which may be, for example, a destination to which the user will travel. The user profile record may also include his or her travel preferences, purpose of travel, and the time frame for travel (which may entered by the user or acquired from various preexisting databases). The system analyzes this profile information in an intelligent and proactive manner and then generates a personalized collection of one or more purchase incentive coupons where the offer is valid for that user and only at the geographic location(s) associated with the user, for the time frame specified by the user, as set forth in the user's profile. In addition to matching coupon offers to a certain user profile data record (i.e. finding relevant offers for a given user), the system will match user profile records to a certain coupon offer (i.e. find relevant users for a given coupon offer).

The present invention optionally provides for a registration process, wherein the user may enter his leisure and business related interests into a user profile. The user may also indicate the planned itinerary of the trip, including the dates of travel, destination, and mode of travel (this may also be obtained from preexisting databases). After registration, the system utilizes an intelligent manner of retrieving offers (i.e. coupons) from its memory that correlate to various factors in the user profile. Thus, offers would be extracted from memory that provide discounts at stores at the location of travel, and only for the duration of time that the traveler will be staying at that location. The system will also utilize its intelligence and predictive analysis to match the offers to the previously stored traveler profile; for example, a business traveler might be provided with coupons for use at a business center (e.g. copy store), while a leisure traveler might only get coupons for use at a theme park at that location. Optionally, the terms of the coupon offers may be modified by the issuer directly with the coupon server prior to distribution of the coupons.

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Thus, claim 41 recites a coupon generation and distribution system that has a centrally located coupon server computer and a plurality of member computers interconnected to a computer network. Each of the member computers is associated with a member of the system (members may include a user/traveler, a travel agent, a coupon offering entity, an airline, cruise line, restaurant, retail shop, manufacturer, duty-free shop, etc.). The coupon offering entities supply coupon offers (which provide an incentive to purchase an item) to the centrally located coupon server computer, which then assembles the coupon offers into a repository of coupon offers available for generation into coupons for dissemination to the users. The coupon server computer has means for storing a plurality of user profile data records, each having user profile data including an identification of a user and at least one geographic location (e.g. a destination) associated with that user. The coupon server also has means for analyzing a given user profile data record with respect to all of the coupon offers in the repository (and/or analyzing a given coupon offer with respect to all of the user profile data records) and for generating one or more coupons from the coupon offers based on the analysis, wherein the coupons are limited to use by the user for items at the geographic location associated with the user (e.g. his or her travel destination). The coupon server computer also has means for distributing the generated coupon(s) for use by the user in purchasing the item.

Independent claims 41 and 69 have been presented to clearly specify that coupons may be generated by analyzing one user profile record against the repository of offers (such as when a given user is traveling on vacation to Orlando, Florida and is given coupons for all of the entertainment venues in Orlando at the time of his travel there), or by analyzing one offer against all of the user profile records (such as when an issuer requests the server to push a certain coupon to everyone going to New York City for business in April 2004). This is clearly supported throughout the specification, for example at page 5, lines 6-9; page 6, lines 4-9; page 14, lines 26-29; and page 25, lines 8-10. Thus no new matter has been added.

This intelligent coupon generation and distribution system and method is neither taught nor suggested by the prior art of record. The <u>Jovicic</u> patent relates to an electronic

coupon system in which users can obtain coupons over the Internet, which can be electronically sent to the user by email or printed out at the user's computer. Although there is an initial registration process set forth at column 9, lines 38-65, this process only requires the user to enter basic data such as his user name, login name, password, and demographic data including location, sex, occupation, and income (column 10, lines 12-15). This data is static and ostensibly will not change unless the user makes more money or moves to a different residence, and does not take into account future actions or destinations. In <u>Jovicic</u>, the purpose of the user information apparently is for resale to marketing firms.

Importantly, the prior art <u>Jovicic</u> patent does not provide for coupon generation based on a user profile including a geographic location associated with the user, as in the present invention, but rather <u>only allows the user to view a library of available coupons and select what he wants for download.</u> The <u>Jovicic</u> system uses no intelligence at all to automatically tailor a selection of coupons from a repository of available coupon offers, based on a remote location associated with a user <u>as stored in the user profile</u>, as in the present invention. If a user wanted to assemble such a group of travel-related coupons in the <u>Jovicic</u> patent, <u>he would have to manually review all coupons available on his browser and manually select each one for downloading.</u>

The <u>Jovicic</u> system does not even utilize any of the user's personal or demographic information at all to preselect and generate the coupons. In the present invention, the coupon selection <u>made by the intelligence of the system</u> takes into account the remote geographic location associated with the user in his profile. This is simply not taught or suggested by the <u>Jovicic</u> patent.

The coupon generation process of <u>Jovicic</u>, as set forth in column 10, lines 22-45, provides that only the user's name, ID number, IP address, and a "personalized message" are printed on the face of the coupon. There is no teaching herein that the user profile is analyzed with respect to the coupon offers so that coupons are generated that may ony be used by the user at a remote geographic location <u>indicated in the user's profile</u>. That is, there is no filtering or analysis process taught in the <u>Jovicic</u> patent that would enable

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intelligent generation of coupons specifically tailored for use at a remote geographic location associated with the user as specified in the user's profile. Furthermore, the personal information stored in the user database of Jovicic is used to print on a coupon, and not to select and match coupons to specific users.

The prior art Gregory patent discloses a system that has a central server at a home office connected to remote processing stations at various remote sites such as convenience stores. In addition to being used to create and print various financial instruments such as money orders and payroll checks, the system can be used to create "site specific coupons". The site specific coupons are created by combining data from a general coupon template (that is common across all of the remote processing stations) with site specific information for that particular site. The remote processing station then combines the template with the site specific information and prints the site specific coupon.

Importantly, the remote processing station can only create and print a site specific coupon that is valid for use at that particular site. This is a simplistic system that allows a convenience store in a given location to print coupons valid for use only at that location. In stark contrast, the claimed invention provides user convenience with a centrally located coupon server computer to analyze a user profile, in particular a geographic location associated with a particular user stored in that profile, in order to match certain coupons to that user that are valid only at that geographic location (or at multiple related sites within the specified geographic location). The user can then use the generated, coupon at that remote location – particularly useful for a traveler that receives a package of such coupons prior to traveling, with each coupon valid for use at one of the locations he will visit. For example, a family planning a trip to Florida may receive a coupon for use at the Orlando airport when they arrive (such as to obtain a taxi ride to their hotel), a coupon valid at their hotel (such as to obtain a free breakfast), a coupon for discounted admission at an amusement park in Orlando, etc. In order for the Gregory system provide such functionality, a remote processing station would have to be located at each of the airport, hotel, taxicab, and amusement park locations, and the user would only be provided with the coupon when they arrive at such location. Since one of the objectives

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of providing a coupon in the current invention is to provide incentive for the user to visit the location specified by the coupon, he must be given such coupon prior to planning his itinerary; i.e. in advance, which is not possible with the system of the cited Gregory reference. That is, in the system of the presently claimed invention, the user is induced to travel to the remote site specified on the coupon, while the user in the prior art Gregory system must already be at the site specified by the coupon. There is no teaching or suggestion in the Gregory reference that such a feature would be useful or desirable.

Other critical distinctions between the Gregory patent and the presently claimed invention are in abundance. Importantly, the system in Gregory has no knowledge regarding the users who receive the coupons at a given site. That is, there is no teaching or suggestion of the implementation of a user profile for generating coupon(s) for users, as in the present invention. In the Gregory system, the coupons are "tailored to the needs of individual locations" (specification, column 3, lines 8-9) and "targeted to the requirements of the individual stores" (column 6, lines 56-57), rather than individual users, as in the claimed invention.

The present invention provides a convenient and efficient methodology for distributing geographic-specific coupons to certain users without requiring them to physically travel to the location where the coupon will be used, as in Gregory. That is, the system and methodology used in Gregory is quite limited in that it requires the coupons to be assembled and processed at the location at which the coupon will be used, which requires a remote processing station to be present (and connected via a network to the home office computer) at every location for which the site specific coupons are generated. There is no centralized coupon generation and distribution system, as in the present invention, for creating the remote location-specific coupons and distributing them to users as in the claimed invention. In Gregory, "the central server is not involved with the actual printing of the coupons at the remote location, but merely provides the remote processing station with the information necessary to print current coupons." (Column 21, lines 53-57 (emphasis added). Moreover, "both the template file and the site specific information are downloaded by the indicated remote processing station which then uses the template modified by the site specific information to print the coupon on the laser

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printer using blank paper." (Column 7, lines 24-29). Thus, every location that desires such site specific coupons to be generated must have one of these remote processing stations on site.

Gregory also teaches that a customer must choose the coupon he wants, <u>at the retail store where the coupon is generated.</u> (Column 22, lines 33-50). Again, the coupon must be printed <u>at the site where it will be used,</u> and is not able to be printed at a central site (or any alternative site) for distribution to a customer before he visits that location, as in the present invention.

The <u>DeLorme</u> patent relates to a computerized travel planning system that allows users to generate a "map ticket" for use in taking the intended trip. The user loads a <u>static</u> program from a CD-ROM onto his personal computer and enters information regarding the intended trip, such as WHERE (places), WHO (topics), WHAT (topics), WHEN (times) and HOW TO GO / HOW MUCH COST (accounts). A "point of interest" database lets users select types of attractions or accommodations within a region around his or her route of travel. It is clear from the specification that the user must answer and enter travel queries into the system in order to obtain information.

It is equally clear that a major purpose of the <u>DeLorme</u> system is to allow users to take control of the travel planning process and eliminate the use of a centralized planning process. The background section of <u>DeLorme</u> teaches the supposed pitfalls of using a centralized system for making travel arrangements:

> People interested in making travel arrangements, and in discovering the availability of activities located relatively proximate to one or more travel destinations, have been required to contact such travel agencies. . . the individual was required to rely upon the travel agency for travel-related information and services (col. 2, lines 27-43);
> Another problem associated with travel arrangements made by parties other than the individual taking the trip is the paperwork involved. It is not unusual for there to be errors in the materials provided, for the materials to be delivered in an untimely manner, or for the individual to be required to travel to a service provider location--such as an airport--in order to obtain the materials, such as the airline tickets. This can be a significant inconvenience. . . (Col. 2, lines 58-65)

as the number of materials providers increases in association with travel plans, the number of errors associated with such materials will also increase (col. 3, lines 9-12)

The present online travel planning capability also fails to eliminate the need to obtain documents such as itineraries, hotel bookings, flight tickets, activity reservations, etc., from multiple sources.(col. 3, lines 49-52)

travel information from multimedia sources is preassembled by editors so that the user or trip planner is limited to "canned" or prepared multimedia travelogs of prescribed, suggested, or preplanned tours. In addition, the user is limited to information fragments about this or that particular object of interest or this or that particular place. There is no opportunity or user capability of selectivity in constructing a user customized travelog of assembled multimedia information for previewing a particular user determined route of travel. (col. 5, lines 10-20).

DeLorme then explains that a user-based system is what is advantageous and desired:

Therefore, what is needed is a system with such complete integration of all aspects of travel/activity required by a user. Such a system should be capable of permitting a user to control and conduct such travel and/or activities as a function of four basic questions in any order and in any combination. Those questions are: WHERE?, WHAT?, WHEN?, and HOW? (col. 6, lines 47-53)

It is therefore an object of the present invention to provide a new Travel Reservation and Information System (TRIPS) that permits a user to custom-define and examine a travel route and/or plans based upon answers to the questions noted above. (col. 6, lines 56-60).

Thus, in DeLorme, the user selects the entire route and the points of interest ("POI's") along that route, and the software responds with a travelog of multimedia information for previewing the entire trip (see col. 7, lines 22-28). (see also col. 8, lines 8-13: "The POIs and EOIs are organized into a plurality of types for user selection of loc/objects or POIs individually and by type."). This is clearly specified to be an advantage over the prior art before DeLorme:

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A <u>feature and advantage of TRIPS</u> is that the travel planner can preview on the computer display a travelog particularly customized for the user-defined travel route including both multimedia information on the transportation routes, waypoints, and <u>POIs selected by the user</u>, and actual reservation information on availability, arrival/departure times, pricing, . . . etc. The trip planner is <u>neither constrained to viewing "canned" or preselected multimedia assemblages and travelogs for suggested routes planned by other editors</u>, nor limited to a narrow choice of reservations. Rather, TRIPS delivers <u>a user-customized travelog</u> or multimedia information assemblage directed specifically to the user-defined travel route including the user-selected transportation routes, waypoints and POIs with convenient and immediate reservation and ticketing of the user-determined travel plans. . .

As a result of this preview, the trip planner can revise the travel route and travel plans. The TRIPS software then recalculates the travel route and allows user review of reservation information. <u>This affords the user further opportunity for selecting new or different POIs</u> in the newly defined region of interest along the new travel route. TRIPS further provides for previews of temporal, i.e., scheduled events of interest (EOIs)--as well as transactionable goods/services coupons or offers--found in the user-defined geographic area of interest

Col. 9, lines 3-28 (emphasis added).

Thus, the <u>DeLorme</u> patent teaches a system that requires a user to enter the trip parameters and then select points of interest along the way, for which coupons may be provided (if available), along with reservation confirmations, etc., in distinction over the alleged disadvantages of the prior art that provides for centralized travel planning services.

<u>DeLorme</u> does not teach a <u>centrally located coupon server computer</u>, as in the Applicant's claimed invention. In <u>DeLorme</u>, the user is required to input the desired travel locations, while in the Applicant's invention, the coupon server computer uses internal intelligence to analyze the geographic location associated with the user (which is not necessarily input by the user) and then determine one or more appropriate coupons based on that geographic location. This intelligent coupon selection and generation is not shown in <u>DeLorme</u>.

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The DeLorme teachings relate to a system in which the user makes all of the selections regarding the intended trip, and the software residing on his computer provides, inter alia, coupons related to Points of Interest selected by the user. In stark contrast, the Applicant's invention, as set forth in claim 41, is a coupon generation and distribution system that has a centrally located coupon server computer that has a repository of coupon offers available for generation into coupons for dissemination to a plurality of users. Each of the coupon offers is supplied to the coupon server computer by a coupon offering entity and providing an incentive to purchase an item. The centrally located coupon server computer also has means for storing a plurality of user profile data records that each includes an identification of a user, and at least one geographic location associated with the user. The centrally located coupon server computer also has means for analyzing the user profile data record with respect to coupon offers in the repository and for generating a coupon from the coupon offers based on the user profile, the coupon being limited to use by the user for items at the geographic location associated with the user. The centrally located coupon server computer also has means for distributing the generated coupon for use by the user in purchasing the item associated with the coupon at the geographic location associated with the user.

Thus, the DeLorme system does not have a centrally located coupon server computer with means for storing a plurality of user profile data records that each includes an identification of a user, and at least one geographic location associated with the user. In DeLorme, the geographic location associated with the user is entered by the user into the users local computer, and there is no central storage of this profile information as claimed. In DeLorme, there is no centrally located coupon server computer with means for analyzing the centrally stored user profile data to generate a coupon based on the geographic location specified in the profile. The present invention provides for a centrally located system, accessible via a computer network, that manages numerous user profile records and intelligently generates coupons for a user (or users) identified in a record based on the repository of available offers, which is not provided in DeLorme.

In addition, the DeLorme reference teaches away from the use of a centrally located server that performs an intelligent analysis of a user's itinerary information

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contained in a profile. As mentioned above, the DeLorme system is intended to allow a user to directly control the travel arrangements, rather than using a central service. Thus, one skilled in the art would not be led to combining the DeLorme teachings with those of Jovicic and Gregory since DeLorme teaches away from the use of a centralized coupon server as presently claimed.

In addition, the combination of DeLorme with Jovicic would be improper because they are in unrelated, nonanalogous fields, and one skilled in the art would not be led to combine these references. While Jovicic relates to electronic couponing systems, in which the user manually selects desired coupons from a library of available coupons, with no intelligent server-based analysis of a user profile as in the present invention, DeLorme relates to a stand-alone local system for allowing a user to make travel plans and reservations. Since these references are in nonanalagous fields, one skilled in the art would not be led to combine the references and the claimed invention is not obvious.

The Applicant respectfully asserts that there is no suggestion to combine or modify the teachings of the cited prior art references. Moreover, even if Jovicic were combined with Gregory and DeLorme, the claimed invention would not be arrived at nor would there be any suggestion of it by such combination. Jovicic does not teach, inter alia, that the coupon is limited to use by the user for items at the geographic location associated with the user; and means for distributing the generated coupon for use by the user in purchasing the item associated with the coupon at the geographic location associated with the user. As expressly taught in Gregory, the coupons are generated at the site where they are to be used, and are not distributed from the central location to the user as in the claimed invention. Not only is there a lack of desirability in Gregory to be able to print remote location-specific coupons at a central location for distribution to users prior to visiting those intended remote locations, the Gregory reference expressly teaches away from such an embodiment since Gregory only provides for printing coupons at the site where they will be used. Since Gregory only allows coupons to be printed at the site where they will be used, such coupons cannot be tailored to any specific user profile, as in the present invention. That is, coupons are printed for any given user who happens to be at the site where the remote processing station is located. This is quite distinct from

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the presently claimed invention. Thus, one of ordinary skill in the art would be led in a direction divergent from the claimed invention that provides for generation of coupons for use by a user at an intended travel location of that user that is <u>different from the location where the coupon happens to be printed</u>, as in the <u>Gregory</u> reference.

That is, even if the teachings of these prior art references were combined, the result would only be a system that still would have no ability to determine a coupon for matching to one of a plurality of users that would be usable only at a geographic location <u>associated with that user,</u> since there is still no teaching or suggestion that a remote geographic location associated with the users would be stored in the user's profile (which is one of a plurality of such data records) and used to match and generate coupons for that user valid only at that geographic location stored in that user's profile.

Thus, claim 41, as explained above, and method claim 69, which has similar limitations as in system claim 41, are patentable over the cited references. Claims 42-68 and 70-96, which depend from claims 41 and 69, respectively, are likewise patentable for at least the same reasons as with independent claims 41 and 69.

Claims 57 and 85 further delineate the user profile information that is used to generate and limit the coupons. These claims require that the user profile data includes flight information of an airline flight to be taken by a user (e.g. airline name, flight number), which is then used by the coupon server computer for coupon generation. Claims 58 and 86 further require that travel itinerary information of a user be included in the user profile data, which is then used by the coupon server computer for coupon generation.

Claims 43-48 and 71-76 specify limitations on the computer network and computing devices used on the network. In claims 43 and 71, the computer network is the Internet. In claims 44 and 72, the computer network is a wireless network. In claims 45 and 73, at least one member computer is an interactive television, such as WebTV. In claims 46 and 74, at least one member computer is a voice interactive device. In claims 47 and 75, at least one member computer is an Internet-enabled computing device. In

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claims 48 and 76, member computer is a portable computing device such as a Handspring device. None of these claims is anticipated or rendered obvious by the prior art of record and are thus patentable thereover.

Claims 49-54 and 77-82 provide further limitations on the distribution of the generated coupon(s). In claims 49 and 77, the distribution of the generated coupon is by transmission of the coupon to the user. In claims 50 and 78, the transmission of the coupon to the user is by electronic transmission to a member computer that the user has access to. In claims 51 and 79, the coupon is sent by email in a format suitable for printing at the member computer. In claims 52 and 80, the distribution of the generated coupon is by transmission of the coupon directly to a merchant's computer; and in claims 53 and 81, the coupon is honored by the merchant for the user specified by the coupon. In claims 54 and 82, distribution of the coupon is by printing the coupon and sending the printed coupon to the user. None of these claims is anticipated or rendered obvious by the prior art of record and are thus patentable thereover.

Claims 42, 55, 56, 67, 68, 70, 83, 84, 95 and 96 provide further limitations on the user profile data used to generate the coupons in this invention. Claims 42 and 70 require that the user profile data is obtained from at least one member computer. Claims 55 and 83 require that the user profile data further includes demographic information of the user. Claims 56 and 84 require that the user profile data includes coupon requests made by a user to the coupon server computer, and these requests are sent on to a coupon offering entity for use in preparing additional coupon offers. Claims 67 and 95 further require that the user profile includes information on a mode of travel by the user to the geographic location, and the coupons generated by the coupon server relate to the mode of travel by the user. Claims 68 and 96 further require that the user profile further includes information on dates of travel by the user to the geographic location, and the coupons generated by the coupon server are valid only during the dates of travel by the user. None of these claims is anticipated or rendered obvious by the prior art of record and are thus patentable thereover.

In claims 59 and 87, the coupon offers may vary in accordance with the geographic location associated with the user; and in claims 60 and 88, the coupon offers comprise offer terms which are variable. In claims 61 and 89, these offer terms vary in accordance with the frequency of redemption of the coupon offers. None of these claims is anticipated or rendered obvious by the prior art of record and are thus patentable thereover.

In claims 62 and 90, images of the coupon data generated by the coupon server computer are provided to a display on a member computer for viewing by a user; and in claims 63 and 91, the user makes a selection of desired coupons that are displayed, and the coupon server computer uses this selection to generate a subset of coupons for the user. None of these claims is anticipated or rendered obvious by the prior art of record and are thus patentable thereover.

Claims 64 and 92 require that the members be a coupon offering company, a user, a travel agent, an airline, or a cruise line. In claims 65 and 93, the coupon offering entity specifies user match parameters to the coupon server for use in generating coupons from the user profile and coupon offers. In claims 66 and 94, the coupon offers are modified by the coupon offering entity prior to generation of coupons by the coupon server. None of these claims is anticipated or rendered obvious by the prior art of record and are thus patentable thereover.

Therefore, it is respectfully submitted that pending claims 41-96 are patentable over the prior art of record. Applicant thus submits that the entire application is now in condition for allowance, early notice of which would be appreciated. Should the Examiner not agree with the Applicants' position, a personal or telephonic interview is respectfully requested to discuss any remaining issues and expedite the eventual allowance of this application.

Respectfully submitted,

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